



"I WOULD RECOMMEND THIS PRODUCT TO THOSE WHO WISH THEY HAD PERFECT SKIN..."
[MORE..]



[home](#) [about us](#) [what's so great?](#) [our shop](#) [contact us](#)

Press release

For more information please [Contact Us...](#)

20th May 2016

[Download PDF version](#)

REVEALED: Top 10 'Natural' Skin Care Myths.

Reading twins unveil the deceit behind so-called 'natural' cosmetics.

The Twins: this is the JooMo Generation...  



In a weekly series of videos, Sam and Kit Wallen Russell, co-founders of world leading Reading business JooMo Ltd, aim to deal the 'Natural' Skin Care industry a shattering blow by exposing the common tricks they use to deceive the public.

Running for twenty weeks, the top ten damaging 'Myths' will be revealed and de-bunked. Huge global corporations such as L'Oréal and Nivea and so-called 'ethical' brands such as The Body Shop and Liz Earle are shown to be some of the worst offenders.

When Sam and Kit investigated the dramatic rise in 'Skin Health' problems throughout the developed world, they found that virtually no research had been done into the reasons for this increase.

One of the main reasons, they found, was the use in modern cosmetics of harsh, synthetic chemical ingredients such as soaps, preservatives (inc. parabens) and foamers (inc. SLS/SLES). Most of these are chemical irritants that create and/or exacerbate the conditions they claim to cure.

The introduction of so-called 'natural' products was supposed to have partly alleviated the rise in skin health problems. However, recent research by JooMo Ltd. has shown that virtually all 'natural' skin care products contain harsh and often dangerous synthetic chemical ingredients.

Kit Wallen Russell, JooMo Ltd. co-founder and Sales Director explains why this is damaging:

"Synthetic products strips the skin of everything, including the 'good' bacteria and important essential oils, drastically changing the skin's natural environment and breaking down its defences and immunity to disease."

"This is way more than just a labeling issue. The public are being duped into believing they're using products which don't contain harsh synthetic ingredients, but are still putting damaging chemicals on their skin without knowing."

Despite being told it was impossible, JooMo Ltd. was the first company in the world to create a 100% Truly Natural Face Wash. It focuses on empowering, not changing, the skin's natural environment, protecting it against the destructive work of harmful synthetic chemicals and opportunistic pathogenic microbes.

– ENDS –

For more information please [Contact Us](#) or Email Linda Russell: info@JooMo.coop

Notes to Editors

JooMo Ltd

Motivated by the scandal of the developed world's skin health crisis with a 500% increase in childhood skin problems (eczema, allergies, acne, etc), JooMo have invented and developed the World's First Ever 100% Truly natural face wash. Appalled at the dishonesty of the so-called 'natural' cosmetics industry, Linda Russell, Nick Wallen and their twin sons Sam & Kit used this industry redefining technology to co-found Award Winning British success story JooMo Ltd.

www.JooMo.coop

JooMo Foundation

The 'Liberal Awakening'

...the Disestablishment of the Ruling Class

www.JooMo.org.uk

[Download PDF version](#)

©2016 JooMo Ltd. All rights reserved. Registered under the Industrial and Provident Societies Acts No. 31136R

